

Message Text

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PAGE 01 TEHRAN 10053 061024Z

12
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 081326

P R 060950Z OCT 76
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC PRIORITY 9426
USDOC WASHDC PRIORITY
AMEMBASSY TEL AVIV
INFO AMCONSUL SHIRAZ

UNCLAS TEHRAN 10053

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: PROPOSED ARIZONA STATE TRADE MISSION

REF STATE 214716

1. AFTER CONSULTATION WITH MARKET RESEARCH OFFICER AND
CONTRACT RESEARCHER, POST BELIEVES THEME OF ELECTRONIC
COMPONENTS DOES NOT OFFER BEST AREA OF EXPOSURE FOR
ARIZONA TRADE MISSION FOR FOLLOWING REASONS:

(A) LOCAL MANUFACTURE IS RESERVED TO IRAN ELECTRONICS
INDUSTRIES (IEI), A WHOLLY GOVERNMENT-OWNED OPERATION.
(B) BECAUSE THERE IS VIRTUALLY NO LOCAL MANUFACTURE, ONLY
MARKET AT PRESENT IS REPLACEMENT MARKET.
(C) CONTRACT RESEARCHER DESCRIBES TOTAL MARKET FOR
COMPONENTS (TRANSISTORS/ VALVES, ELECTRON TUBES, TV,
SILICONE DIODES AND INTEGRATED CIRCUITRY) AS 1973 -
\$7.84M, 74-\$8.6M, 75-\$7.3M, WITH US SHARE LESS THAN 10
PERCENT (JAPAN - APPROXIMATELY 25 PERCENT). SIMI-CONDUCTOR
MARKET AT PRESENT LESS THAN \$250,000/YEAR. DECREASE IN
1975 APPARENTLY DUE TO HIGH INVENTORY FROM 1974 IMPORTS.
GREAT MAJORITY OF ELECTRONIC MEASURING DEVICES AND CONTROLS
ARE IMPORTED WHOLE.

2. SOLE BRIGHT POTENTIAL IS APPARENTLY REPLACEMENT TV TUBES.

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3. ALTHOUGH THEME APPEARS TO BE EXCELLENT ONE FOR ISRAEL MARKET,

IMMEDIATE AND SHORT-RUN POTENTIAL IRAN MINIMAL. IF MISSION
STILL DESIRES TO COME TO IRAN WITH THIS THEME, WE WOULD
RECOMMEND TWO DAYS IN TEHRAN AND ONE-TWO DAYS IN SHIRAZ TO VISIT
IEI FACTORY SITE. IN VIEW OF EMBASSY TEL AVIVI'S SCHEDULE
REQUIREMENTS, ASSUME MISSION WOULD WANT TO COME TO IRAN IN
PERIOD FEBRUARY 17-25. THIS PERIOD PRESENTS NO CONFLICT TO
EMBASSY, ALTHOUGH TRADE CENTER FACILITIES WOULD NOT BE
AVAILABLE FOR MISSION AS DISPLAYS FOR COMMUNICATIONS
EQUIPMENT TRADE SHOW BEGINNING FEBRUARY 27 WOULD
BE IN PROCESS OF INSTALLATION. EMBASSY HAPPY TO ASSIST
HOWEVER, AND EXTRA ROOM/SUITE HOTEL COULD BE USED FOR
OFFICE SPACE.
HELMS

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